



ADD ALCOHOL TO YOUR DELIVERY MENU TO INCREASE SALES

Stores that add alcohol to their delivery menu can reach more customers and increase profits.

TAP INTO A NEW REVENUE STREAM

Increase your profit margins by adding alcohol items from your in-store menu to your delivery menu. Adding alcohol also helps you reach customers who are specifically looking to order alcohol and food together.

DoorDash has built-in compliance measures and all the necessary permits to assist you with legal and logistical details.



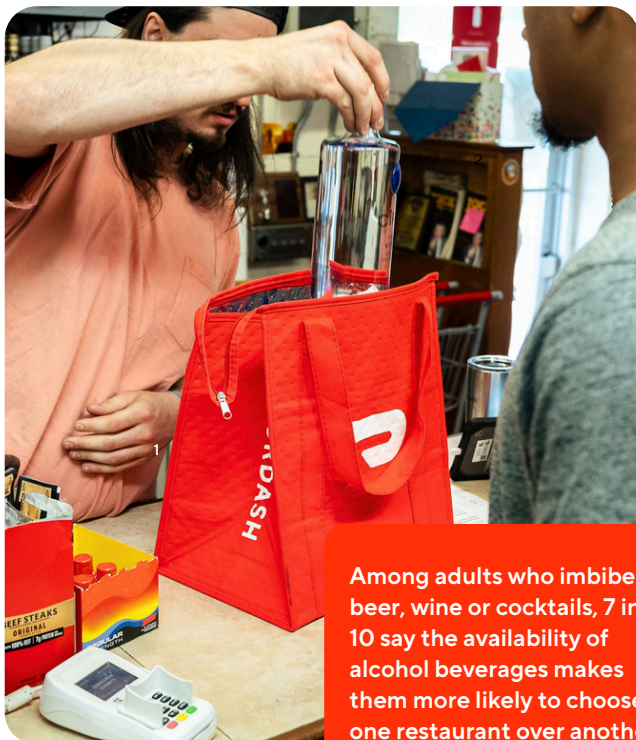
56% of millennials and 45% of Gen Z (age 21+) say they included an alcohol beverage with a takeout or delivery order from a restaurant, deli or fast food place in the past 6 months.

HOW TO ADD ALCOHOL TO YOUR MENU

First, make sure you have a valid liquor license and that alcohol delivery is available in your region. Then, from the Merchant Portal, simply follow these steps:

- 1 Select Get Started from your restaurant's main menu
- 2 Sign the alcohol addendum and fill out the required information
- 3 Enter representative information and check the box indicating you plan to sell alcohol
- 4 Add your restaurant's alcohol offerings to your delivery menu

1. Source: National Restaurant Association's [2024 State of the Restaurant Industry Report](#)
2. Submit a request through the Help section of the Merchant Portal to see if your restaurant is in a permitted area.



Among adults who imbibe in beer, wine or cocktails, 7 in 10 say the availability of alcohol beverages makes them more likely to choose one restaurant over another.